



WXYZ

ORDER

Print Date 08/29/12

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Flight Dates **09/03/12-09/11/12**

Contract / Revision **309462 /**

Original Date / Revision
08/29/12 08/29/12

Advertiser **Protect MI Vote**

Agency **Target Enterprises**

Buying Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Product

Protect MI Vote No on Gamming E

Agency Com 15%

Billing Contact

**16501 Ventura Boulevard - Suite #5
Encino, CA 91436**

Sales Office WXYZN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **305**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive

Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 35% Market Value 104571

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	65%	67971
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	23	\$31,110.00	\$36,600.00	0.00
Totals	23	\$31,110.00	\$36,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/11/12	23	\$31,110.00	\$36,600.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	09/04/12	09/11/12	5am News M-F 5am News M-F	CM	5-6am M-F	MTWTF--	:30	3	\$700.00	P-4	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--			3		\$700.00		0.00			
Week:		09/10/12	09/16/12	-T-----			1		\$700.00		0.00			
E 2	WXYZ	09/04/12	09/11/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	4	\$1,600.00	P-4	0.00 NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--			4		\$1,600.00		0.00			
Week:		09/10/12	09/16/12	-T-----			2		\$1,600.00		0.00			
E 3	WXYZ	09/03/12	09/11/12	12-1pm	CM	12-1pm	MTWTF--	:30	3	\$1,000.00	P-4	0.00 NM	5	\$5,000.00



WXYZ

Print Date: 08/29/12

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Contract / Revision **309462** Flight Dates **09/03/12-09/11/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **Protect MI Vote**

Product **Protect MI Vote No on Gam** Estimate # **305**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 12-1pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -					3	\$1,000.00		0.00			
Week:		09/10/12	09/16/12	- T - - - - -					2	\$1,000.00		0.00			
E 4	WXYZ	09/11/12	09/11/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- T - - - - -	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	- T - - - - -					1	\$1,200.00		0.00			
E 5	WXYZ	09/04/12	09/11/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF - -	:30	4	\$2,000.00	P-4	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF - -					4	\$2,000.00		0.00			
Week:		09/10/12	09/16/12	- T - - - - -					1	\$2,000.00		0.00			
E 6	WXYZ	09/03/12	09/09/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MTWTFSS					2	\$4,000.00		0.00			
Totals														23	\$36,600.00